

Visit Wester Ross

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We started out over 19 years ago, following a series of local meetings on the subject of Rural Tourism. It became clear that many people felt that there was a need for a local community group who could identify and develop tourism based proposals for this area, working co-operatively with organisations such as Visit Scotland, HIE, and Highland Council.

“Visit Wester Ross” was the result of this. We are a membership group, non profit making, and seek to develop our activities as being sustainable and accountable to those who live and work in this area.

“Visit Wester Ross” will NOT send custom directly to its members, unless visitors pick up details on the website – we are not a booking agency. What we aim to do is to raise the profile of the area as a whole – this will have a long term effect of attracting more people to Wester Ross and ultimately into our homes, shops, or hotels.

To date, what has been achieved?

- The Wester Ross Coastal Trail was set up, guiding visitors around the main A832 road that connects most of the communities in the area
- We operate a website at www.visitwester-ross.com, with a total 12,000 + user sessions per month at the time of writing. Additionally, there is an online page at facebook.com/Wester.Ross. This now has nearly 5,000 followers.
- Several booklets and information guides have been published, the most recent with a circulation of 25,000 copies
- We have produced local information packs that were handed out free of charge to accommodation and activity providers throughout the area
- We have operated several events and festivals during the last few years, and freely assisted with the promotion of many others.
- We work closely with similar groups throughout the rest of the Highland area
- We have worked with the Gairloch High School on “Travel and Tourism” as a skills development subject for 2nd - 6th year pupils
- Along with the other major tourism groups in the area, we support the development of the North Coast 500. Our members can obtain a discount of NC500 membership equal to our annual fee.
- All of our members are linked in an E-mail based information network, and can access training and opportunities in skills such as Social Media, Marketing, First Aid, and others as requested

It hasn't all been plain sailing - we went very quickly from a small group in the immediate area of Gairloch to (now) representing 170 members throughout the region. We have a committee formed by representatives from different areas, who are in regular contact on e – mail, using this as one of our principal development tools. Members receive regular news on email and by post, meetings are held, and we try to work together to address issues which concern us all.

The future? Area marketing initiatives, linking with similar groups in the UK / Ireland / Europe, developing local projects such as cycle and walking tracks, and finally, giving local people and visitors a voice - you tell us what you want done!

Support “Visit Wester Ross ” where it matters.....Join us - work with us!